

Message Text

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62

ACTION CU-04

INFO OCT-01 AF-05 ISO-00 EB-05 USIA-12 COME-00 /027 W

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R 061427Z MAR 74R

FM AMEMBASSY ADDIS ABABA

TO SECSTATE WASHDC 7917

INFO AMCONSUL ASMARA

UNCLAS ADDIS ABABA 2555

E.O.11652: NA

TAGS: OEXC, ET

SUBJ: FY-74 BUSINESS AND BANKING IV GROUP PROJECT

REF: STATE 39874

1. EMBASSY SOMEWHAT PUZZLED BY DEPT'S DOUBTS RE VIABILITY OF BUSINESS AND BANKING GROUP IN LIGHT SUCCESS LAST YEAR'S PROJECT. WHILE CLOSE LINKAGE AMONG PARTICIPANTS DESIRABLE, LIMITED SIZE OF ETHIOPIAN BUSINESS COMMUNITY MAKES ASSEMBLING SUCH SPECIALIZED GROUP EXTREMELY DIFFICULT, IF NOT IMPOSSIBLE. WE HAVE ATTEMPTED TO CHOOSE GROUP OF BUSINESSMEN AND BANKERS WHO HAVE POTENTIAL FOR BRINGING BACK TO ETHIOPIA COMPREHENSION OF LIFE IN GENERAL AND US BUSINESS PRACTICES IN PARTICULAR. LAST YEAR'S GROUP IMPRESSIONS THESE TWO AREAS RECEIVED BROAD, FAVORABLE COVERAGE IN ETHIOPIAN MEDIA. SUCH A COMBINED GROUP HAS ADVANTAGE OF GREATER INTEREST AND PUBLICITY IMPACT IN ETHIOPIA. IT IS UNLIKELY LAST YEAR'S GROUP WOULD HAVE RECEIVED SAME EXTENSIVE COVERAGE IN ETHIOPIAN MEDIA AS INDIVIDUAL TRAVELLERS AS THEY DID AS GROUP. WE ALSO FEEL THAT GROUP TRAVEL TENDS TO INHIBIT INDIVIDUAL COMMERCIAL OBJECTIVES OVERSHADOWING CU'S OBJECTIVES. FOR THIS REASON EMBASSY INSISTS THAT INDIVIDUALS PURSUE PRIVATE BUSINESS CONTACTS FOLLOWING COMPLETING OF GROUP TRAVEL. THIS WORKED EFFECTIVELY WITH LAST YEAR'S GROUP.

2. EMBASSY CONVINCED DEPT'S CONCERNS NOTED PARA 3 REFTEL UNFOUNDED. AS IN PAST, WE WILL CONTINUE TO MAKE CLEAR PROGRAM DESIGNED TO CREATE BETTER UNDERSTANDING OF US ON PART ETHIOPIAN BUSINESS COMMUNITY.

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3. DETAILED INFORMATION ON NOMINEES TO FOLLOW SEPAIR. WYMAN

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NNN

Message Attributes

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Disposition Date: 01 JAN 1960
Disposition Event:
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